

Versatility in Hospitality Industry Around the Globe A Case Study on Sustainable Tourism in Czech Republic

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Abstract: *The increasing importance of tourism and the growing number of tourists put pressure on tourist destinations. To support competitive and sustainable tourism development, it is advisable to focus on alternative forms of tourism in order to diversify tourism options in the destinations. From this point of view, it seems appropriate to deal with the issue of 'Special Interest Tourism' as a form of 'alternative', 'ethical', or 'environmentally responsible' tourism. The paper reflects the urgent need for sustainable tourism research. The aim of the paper is to provide the introduction and overview of the issue and outline perspectives that may open the way to future, more systematic research. The situation in the Czech Republic is based on the mapping of the current spatial distribution of selected special interest tourism attractions. The findings identify the possibilities for diversification of general (mass) tourism offers. The metadata from the Czech and foreign meta information systems and databases are used. The investigation of the topic shows that the whole world walks towards sustainability. The global challenges are of high importance and every country must think about the negative effects of global warming, pollution, degradation, poverty, etc. The empirical analysis shows that there are many problems in sustainable development of tourism in Armenia. The research empirically confirms and theoretically proves that Armenia has a great potential for tourism development and steps must be undertaken to increase the environmental, cultural sustainability, develop infrastructures, raise competitiveness, etc. The main conclusion is that for sustainable development of tourism it is necessary to raise public consciousness and knowledge of other aspects of ecology and sustainable tourism, use renewable energy sources, ensure sustainable landfill and waste management, use electric or hybrid vehicles, etc. Sustainable tourism development in Armenia should contribute to socio-economic, cultural and environmental development of the country. The results of the research can be useful for the state organs, private sector, and also for researchers in the tourism sphere.*

Keywords: Environment, Tourism, Destinations, Diversification

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